

Pengembangan Media Promosi Sekolah SMP Kristen 1 Salatiga Berbasis Website

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ABSTRAC

Media promotion in the development of technology and communication very useful for the company, small businesses and in education. Promotional activities in once demanded more effectively and efficiently into the delivery of information to nationwide .Website also pay attention to is one of the windows who verry effective and efficient in the dissemination of information to the citizens especially in section of promotion for .One christian sma 1 salatiga willing to develop a media campaign to promote those who are still in network of the bank conventional may have developed in a media to be able to provide website also pay attention to attention was given to disseminating information in give a promotion to to the people at large .Of the methods by which in use in this research was the qualitative method , that would be based in the results of the interviews , of the questionnaire was , and documentation of to the teacher and get the percentage of students in the protestant junior high school 1 salatiga, and the surrounding society that is used for the purposes of planning , the implementation of , testing a system of , and use a method of a fully operational prototype in the development of the archives of general psychiatry website also pay attention to .Particular in the design website also pay attention to it includes only the in the manufacture of website also pay attention to the profile of the protestant junior high school 1 salatiga .This research is expected can provide the results in the form of the protestant junior high school 1 salatiga website , can give media promotion effective and efficient to the community .

Keywords : website, prototype, junior high school 1 salatiga (SMP Kristen 1 Salatiga).

ABSTRAK

Media promosi dalam perkembangan teknologi dan komunikasi sangat bermanfaat bagi perusahaan, usaha kecil dan juga pada pendidikan. Promosi di tuntut lebih efektif dan efisien dalam penyampaian informasi pada masyarakat luas. Website merupakan salah satu jendela yang sangat efektif dan efisien dalam menyampaikan informasi kepada masyarakat terutama dalam bidang promosi. SMK Kristen 1 Salatiga ingin mengembangkan media promosi mereka yang masih konvensional dikembangkan dalam media website agar dapat memberikan penyampaian informasi dalam memberikan promosi ke masyarakat luas. Metode yang di gunakan dalam penelitian ini adalah metode kualitatif, yang berdasarkan pada hasil wawancara, kuisisioner, dan dokumentasi kepada guru dan murid di SMP Kristen 1 Salatiga, dan masyarakat sekitar yang digunakan untuk perencanaan, implementasi, pengujian sistem, dan menggunakan metode prototype dalam pengembangan website tersebut. Perancangan website ini hanya mencakup dalam pembuatan website profil SMP Kristen 1 Salatiga. Penelitian ini diharapkan dapat memberikan hasil berupa website SMP Kristen 1 Salatiga, yang mampu memberikan media promosi yang efektif dan efisien kepada masyarakat.

Kata Kunci : website, prototype, SMP Kristen 1 Salatiga.

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